



ABSTRACT OF THE DISCLOSURE

An electronic coupon issuing system comprises an electronic coupon server having an electronic coupon generation approval registration section for registering information regarding approval of generation of a coupon, and an electronic coupon acquisition registration section for registering acquisition of the electronic coupon in association with ID information of an electronic coupon usage medium that is presented when the electronic coupon is used. An electronic coupon search section receives the ID information of the electronic coupon usage medium and searches for an electronic coupon that is useable in connection with the ID information, and an electronic coupon reception terminal receives the electronic coupon usage medium and verifies with the electronic coupon search section whether an electronic coupon exists while at the same time approving the use of useable coupons.